U.S. Patent Application Serial No. 09/558,755
Amendment in support of RCE dated September 16, 2011
Reply to Final Office Action dated March 16, 2011
Atty Docket No.: 60136.0097USU1

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-63.   (Canceled)

64.   (Canceled)

65.   (Currently Amended) The method of Claim [[64]] 110, wherein the profile of the user contains data selected from demographic data.

66.   (Previously Presented)   The method of Claim 65 wherein said demographic data is selected from the group consisting of user's age, user's gender, user's income and user's highest attained education level.

67.   (Currently Amended) The method of Claim [[64]] 110, wherein the profile of the user contains psychographic data.

68.   (Previously Presented)   The method of Claim 67 wherein said psychographic data includes data on the user's interests.

69.   (Currently Amended) The method of Claim [[64]] 110, further comprising providing a database associating each of said plurality of Web sites with demographic characteristics of known persons who have accessed said sites.

70.   (Previously Presented)   The method of Claim 69 wherein said database is provided by a Web site ratings service.

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71. (Currently Amended) The method of Claim [[64]] 110, wherein the user profile comprises an update combined with an existing user profile.

72. (Previously Presented) The method of Claim 71 wherein the generating a user profile comprises combining the profiles of the Web sites requested by a user identifier to the existing user profile using an averaging algorithm.

73. (Previously Presented) The method of Claim 72 wherein said user profile includes data on a plurality of demographic categories, each associated with a rating, and the method further comprises filling in a value for the rating for any demographic category having a low confidence measure.

74. (Previously Presented) The method of Claim 73 wherein filling in a value comprises using an average rating of persons having similar profiles to that of said user for a category having a low confidence measure.

75. (Previously Presented) The method of Claim 74 wherein said average rating is determined using a clustering algorithm.

76. (Currently Amended) The method of Claim [[64]] 110 further comprising erasing records of which Web sites said user has visited after developing the user's profile to protect user privacy.

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77.   (Currently Amended) The method of Claim [[64]] 110, further comprising delivering selective advertising to the user identifier based on the user profile associated with the user identifier.

78.   (Previously Presented)   The method of Claim 77 wherein delivering selective advertising comprises transmitting a pop-up advertisement to a display of a computer associated with a user identifier.

79.   (Currently Amended) The method of Claim [[64]] 110, wherein the developing a user profile for user identifier further comprises generating, for a user associated a user identifier, a user profile having a rating for categories of Web sites of interest to the user and a confidence measure representing an estimate of accuracy of a category's rating.

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80.   (Canceled)

81.   (Currently Amended) The computer of Claim [[80]] 111, wherein the profile of the user contains data selected from demographic data.

82.   (Previously Presented)   The computer of Claim 81 wherein the demographic data is selected from the group consisting of user's age, user's gender, user's income and user's highest attained education level.

83.   (Currently Amended) The computer of Claim [[80]] 111, wherein the profile of the user contains psychographic data.

84.   (Previously Presented)   The computer of Claim 83 wherein said psychographic data includes data on the user's interests.

85.   (Previously Presented)   The computer of Claim 90, further comprising a database associating each of said plurality of Web sites with demographic characteristics of known persons who have accessed said sites.

86.   (Previously Presented)   The computer of Claim 85 wherein said database is provided by a Web site ratings service.

87.   (Currently Amended) The computer of Claim [[80]] 111, wherein the user profile of the user identifier comprises an existing user profile.

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88.   (Previously Presented)   The computer of Claim 87 wherein the processor generates a user profile by combining the profiles of the Web sites requested by a user identifier to the existing user profile using an averaging algorithm.

89.   (Previously Presented)   The computer of Claim 88 wherein said user profile includes data on a plurality of demographic categories, each associated with a rating, and the processor fills in a value for the rating for any demographic category having a low confidence measure.

90.   (Previously Presented)   The computer of Claim 89 wherein the processor fills in a value by using an average rating of persons having similar profiles to that of said user far a category having a low confidence measure.

91.   (Previously Presented)   The computer of Claim 90 wherein said average rating is determined using a clustering algorithm.

92.   (Currently Amended)The computer of Claim [[80]] 111, wherein the processor erases records of which Web sites said user has visited after developing the user's profile to protect user privacy.

93.   (Currently Amended) The computer of Claim [[80]] 111, wherein the processor delivers selective advertising to the user identifier based on the user profile associated with the user identifier.

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94. (Previously Presented) The computer of Claim 93 wherein the processor delivers selective advertising by transmitting a pop-up advertisement to a display of a computer associated with a client having the user identifier.

95-108. (Canceled)

109. (Canceled)

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110. (New) A method of profiling a Web user, comprising:

detecting, at an ISP server, an outgoing URL page request from a client;

capturing, at the ISP server, the packets associated with the detected URL page request ,

extracting, from the packets captured at the ISP server, a Uniform Resource Locator (URL) identifying a network path to a Web site satisfying the URL page request;

obtaining, at the ISP server, an IP address from a client;

storing the extracted URL and the IP address obtain form the client in a database;

correlating, at the ISP server, the IP address obtained from the client with a permanent anonymous user identifier using an IP address to anonymous user ID (AID) cross-reference table;

associating the extracted URL with the permanent anonymous user identifier correlated with the IP address obtained from the client;

for each permanent anonymous user identifier correlated with the IP address obtained from the client, storing the URL of the Web site satisfying the URL page request and the permanent anonymous user identifier correlated with the IP address obtained from the client;

cross-referencing, at the ISP server, the extracted URL with demographic information in a categorized URL database profiling Web sites based on demographic characteristics of users accessing the profiled Web sites;

extracting, at the ISP server, a set of the demographic information associated with the Web site cross-referenced to the extracted URL;

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extracting content affinity from a categorized listing of URLs that translate the

extracted URL into a content preference for the profiled Web site associated with the

extracted URL; and

providing a user profile for the permanent anonymous user identifier based on the

extracted content affinity obtained by translating the extracted URL into the content preference

for the profiled Web site associated with the extracted URL and the extracted URL.

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111.   (New) A computer for profiling a Web user, comprising:

a memory for storing a program;

a processor operative with the program to obtain, at the ISP server, an IP address from a client, to store the extracted URL and the IP address obtain form the client in a database, to correlate, at the ISP server, the IP address obtained from the client with a permanent anonymous user identifier using an IP address to anonymous user ID (AID) cross-reference table, to associate the extracted URL with the permanent anonymous user identifier correlated with the IP address obtained from the client, for each permanent anonymous user identifier correlated with the IP address obtained from the client, to store the URL of the Web site satisfying the URL page request and the permanent anonymous user identifier correlated with the IP address obtained from the client, to cross-reference, at the ISP server, the extracted URL with demographic information in a categorized URL database profiling Web sites based on demographic characteristics of users accessing the profiled Web sites, to extract, at the ISP server, a set of the demographic information associated with the Web site cross-referenced to the extracted URL, to extract content affinity from a categorized listing of URLs that translate the extracted URL into a content preference for the profiled Web site associated with the extracted URL, and to provide a user profile for the permanent anonymous user identifier based on the extracted content affinity obtained by translating the extracted URL into the content preference for the profiled Web site associated with the extracted URL and the extracted URL.

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112.   (New) A non-transitory computer readable medium comprising a program for profiling a Web user by performing the steps of:

detecting, at an ISP server, an outgoing URL page request from a client;

capturing, at the ISP server, the packets associated with the detected URL page request ,

extracting, from the packets captured at the ISP server, a Uniform Resource Locator (URL) identifying a network path to a Web site satisfyng the URL page request;

obtaining, at the ISP server, an IP address from a client;

storing the extracted URL and the IP address obtain form the client in a database;

correlating, at the ISP server, the IP address obtained from the client with a permanent anonymous user identifier using an IP address to anonymous user ID (AID) cross-reference table;

associating the extracted URL with the permanent anonymous user identifier correlated with the IP address obtained from the client;

for each permanent anonymous user identifier correlated with the IP address obtained from the client, storing the URL of the Web site satisfying the URL page request and the permanent anonymous user identifier correlated with the IP address obtained from the client;

cross-referencing, at the ISP server, the extracted URL with demographic information in a categorized URL database profiling Web sites based on demographic characteristics of users accessing the profiled Web sites;

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extracting, at the ISP server, a set of the demographic information associated with the Web site cross-referenced to the extracted URL;

extracting content affinity from a categorized listing of URLs that translate the extracted URL into a content preference for the profiled Web site associated with the extracted URL; and

providing a user profile for the permanent anonymous user identifier based on the extracted content affinity obtained by translating the extracted URL into the content preference for the profiled Web site associated with the extracted URL and the extracted URL.